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RECONFIGURING COLLECTION DEVELOPMENT: A FACULTY PRINT SERIALS REVIEW

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Abstract

Print and electronic resource selection and deselection are essential collection management processes in academic libraries; however, deselection is often overlooked. During this difficult economic time when accountability is at the forefront of our thinking, the librarians at the University of South Florida are placing higher importance on faculty opinions and advice and including them in the decision-making process. A recent Faculty Print Serials Review was conducted with the intention of replacing low-use print titles with high demand print or electronic resources. Two concepts motivated this project. 1) Journals have long been an important resource for faculty and students of an academic institution, but the format in which these resources are primarily used has changed with increased electronic availability. 2) Collection development librarians at USF wish to deliver high-demand resources to their faculty and students. In today's economy, in order to make this concept a reality, low-use titles must be relinquished.

This presentation will describe the process and resources (physical, electronic, and personnel) the Library employed to identify journal titles that were deemed low use titles and could be replaced with higher demand titles. Many of these titles were available in print format only and had no electronic equivalent, while others were available with varying levels of full text through one or more of the libraries' databases. Faculty were invited to assess and comment on the need for journal titles that were 'print only' and 'print + online' through SurveyMonkey and a custom-designed web site.

Attendees will learn the results of the Serials Review, the procedures used to identify current print subscriptions that could be discontinued, and how we were able to painlessly engage faculty in the review process.

Reconfiguring Collection Development: A Faculty Print Serials Review

The University of South Florida is a metropolitan university with a large central academic library. In 2007-2008 there were 39,000 students and 1,850 instructional faculty. The number of volumes in the collection exceeded 2.5 million, with 31,700 periodical subscriptions and 700 licensed databases. There were 25,000 purchased e-journals of which 9,950 were full text and 11,182 were open access. The total number of ejournal titles was 35,100. Over the past five years, the USF Tampa Library made a concerted effort to convert as many of our print serials to electronic serials as possible. Students and faculty alike relished this effort to move to electronic access, affording them the opportunity for multiple-user access to ejournals

24/7. The question remained; do students and faculty currently use the print journal collection at all? The Library does not have usage statistics, because our print journals do not circulate, so was dust on the shelves sufficient evidence to prove that these materials were rarely used? Is observation a valid indication of use?

As a result, the Library decided to evaluate the use of the print serials collection thoroughly. The motivation to do this project was several-fold. First, the librarians had a strong desire to spend the library's money responsibly, to obtain faculty input in the process, and to ensure that the process was transparent to all parties affected. In addition, the new Dean of USF Libraries wanted to engage the USF Faculty Senate's Library Council in meaningful collection development activities. This enabled the Dean, the research librarians, and the Library Council (consisting of faculty representatives from each of the Colleges on campus) to develop a process in which faculty would be electronically surveyed regarding their use of and their need for the periodical titles in the print collection. In addition, this evaluation study would help address issues such as budget deficits, space constraints, and help determine the impact that reductions in processing time could have on the technical services workflow.

When this study was proposed to the Library Council, they endorsed the serial evaluation process enthusiastically. A pilot project with one college was conducted using *SurveyMonkey*, a simple and efficient online survey creation, dissemination, and analysis tool. In preparation for the expansion of the survey to all colleges, the research librarians began the process of evaluating the potential periodicals that would be included on each college survey. Working with the Serials Librarian, who sent lists of print titles by discipline, the research librarians for each of the colleges reviewed the serials and excluded core titles from the surveys. Review sources used included: *Journal Citation Reports*, *Ulrich's International Periodical Directory*, *Journals of the Century*, *Magazines for Libraries*, curriculum vitae, and discipline specific core lists of journals.

After the successful completion of the pilot project, the research librarians for each College began building their own surveys with the goal of distributing and completing the surveys before the end of the spring semester in late April. Each subject librarian modified and condensed the survey instrument and language for use with other colleges, departments, and research areas. The sheer number of titles to be reviewed caused some degree of alarm, as the group was very concerned with ease of input and effort for the faculty being surveyed. Titles with online, full-text equivalency were denoted by an asterisk. The five-point use continuum used in the pilot survey was collapsed to three selections: use, don't use, and no opinion.

Survey instructions, rationale, and other important details were filtered down to the following two paragraph letter:

Dear Faculty Member,

The USF Library Council is working with the librarians at the Tampa Library to survey faculty on their use of the print journals collection. The goal is to identify current print subscriptions that we suspect are low use in the library and could be replaced with higher demand titles.

The College of _____ Faculty Serials Review consists of ___ journal titles for all areas of _____. Many of these titles are available in printed format only and have no electronic equivalent, while others are available with varying levels of full-text through one or more of the libraries'

databases, such as _____. You are invited to survey any combination of these “print only” and “print + online” titles. Survey results will be made public early in September 2008. Please complete the survey by April 30th, 2008.

Your participation is greatly appreciated. Please contact me by phone or email if you have questions or comments about the College of _____ Faculty Serials Review.

Thank you.

This included a deadline, a statement of thanks for their participation, and information to direct further questions and concerns.

Having honed and generalized the survey, it was now ready for distribution. The title list was pared down by removing core and “must have” titles identified by faculty and top journal lists. Following survey approval in late March 2008, information about the Faculty Serials Review was distributed to faculty via the USF Faculty Senate’s Library Council. It was distributed to more than 1600 faculty members with a deadline of April 30th. Each subject librarian worked with Deans and Department Heads (and their Office Managers!), within their respective colleges, to distribute the cover letter, survey emails, and reminders to the faculty. Distribution was accomplished by sending a link to the *SurveyMonkey* account. Research librarians also used blogs, faculty meetings, and other informal opportunities to spread the word about the print journals survey.

The following image from the College of Business Administration version of the survey is representative of the format viewed by faculty recipients:

Figure 1: College of Business Administration – Faculty Serials Review

College of Business Administration - Faculty Serials Review [Exit this survey >>](#)

2. College of Business Print Journals

Titles without an asterisk are only available in print.
Titles with an asterisk are available in print AND online through one or more of the library's databases.

1. General - Please rate these journals.

	Use	Don't use	No opinion
The Antitrust Bulletin*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Business Lawyer*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Career Development Quarterly*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Delta Pi Epsilon Journal*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial Executive: FE*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Florida Trend*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry Week*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Journal of Corporation Law*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mergers & Acquisitions*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Population*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revue Internationale pour L'Enseignement Commercial (International Review for Business Education)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security Management*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Standard & Poor's Industry Surveys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Standard & Poor's Statistical Service: Current Statistics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trends & Projections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WE: Women's Enterprise USA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Accounting - Please rate these journals.

	Use	Don't use	No opinion
Accounting and Business Research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

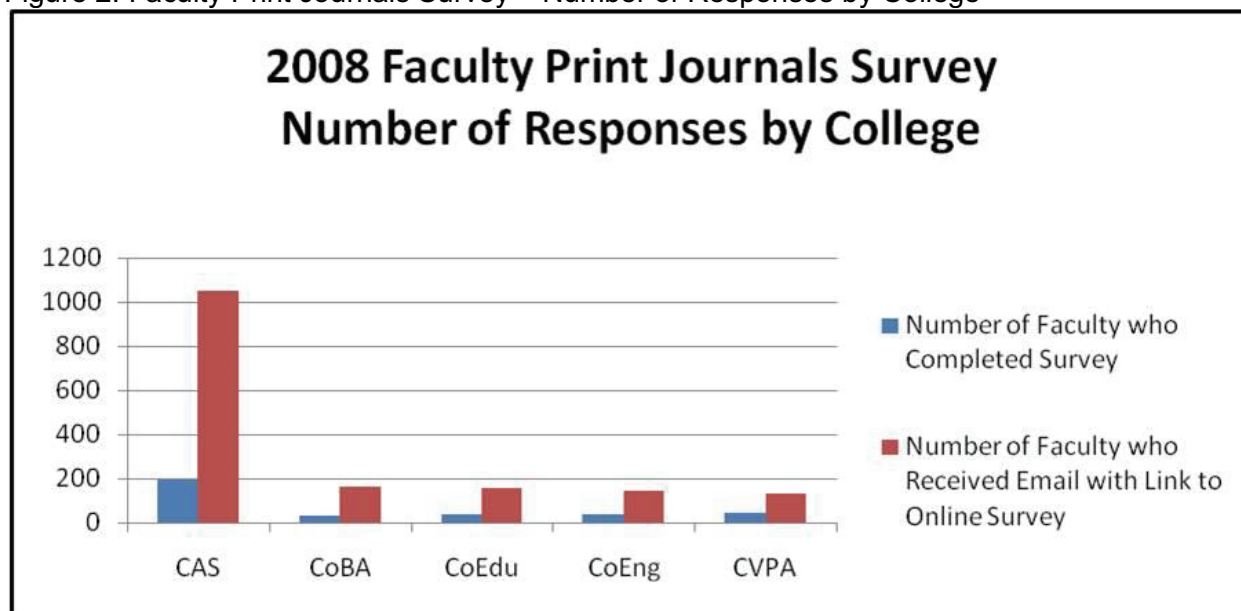
Of the 1642 faculty contacted with the survey, 340 responded to the initial instrument (a 21% response rate).

The following table details the breakdown of response rate by college:

Table 1: Faculty Print Journals Survey – Response Rates by College

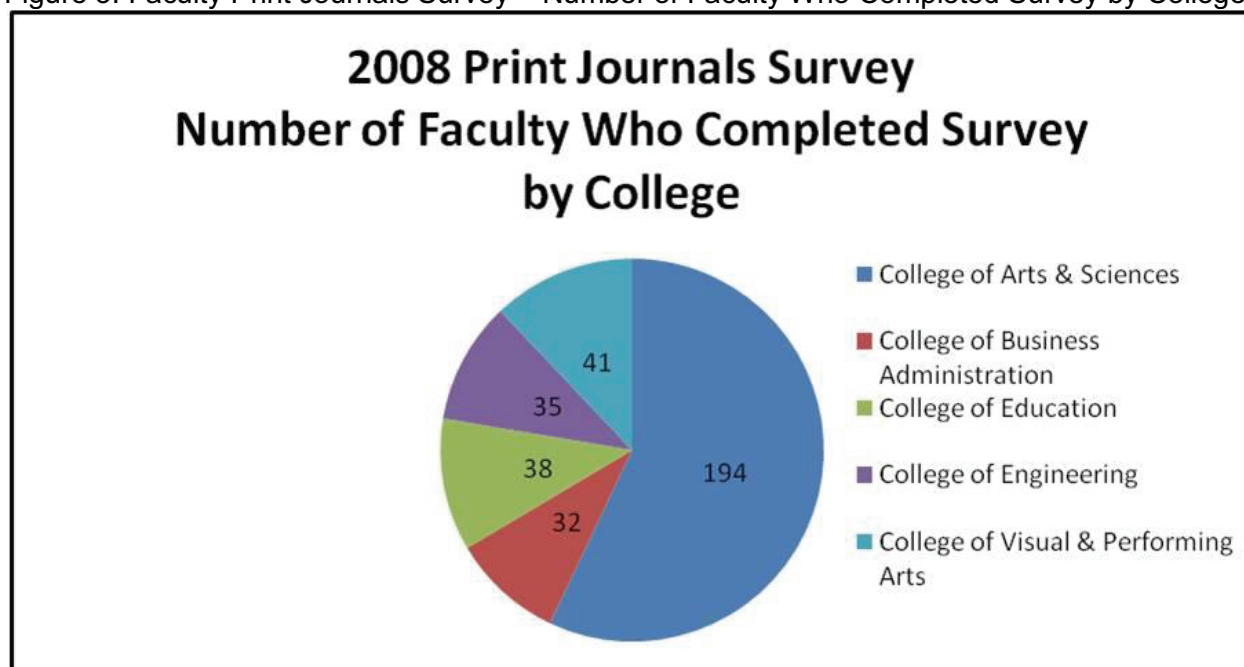
Faculty Print Journals Survey – Response Rates by College			
College/Division	Number of Faculty Contacted	Number of Faculty who Completed Survey	Faculty Response Rate Expressed in Percent
College of Arts & Sciences			
Arts & Letters	280	63	23
Natural Sciences	280	56	20
Social & Behavioral Sciences	420	58	14
Library Science	71	17	24
College of Business Administration	161	32	20
College of Education	157	38	24
College of Engineering	141	35	25
College of Visual & Performing Arts	132	41	31
Total	1,642	340	23

The following bar graph provides a breakdown of the number of responses by college:
Figure 2: Faculty Print Journals Survey – Number of Responses by College



The following pie chart shows the number of completed surveys by college:

Figure 3: Faculty Print Journals Survey – Number of Faculty Who Completed Survey by College



Survey results for each title were tabulated according to a three-point continuum of use, don't use, and no opinion. Two usage rates were computed for each title, as follows:

Formula 1) $\text{Number Use} / \text{Total Response Count (including No Opinion)}$

Formula 2) $\text{Number Use} / \text{Number Use} + \text{Number Don't Use (excluding No Opinions)}$

A twenty percent (20%) usage threshold was established, but there was also much discretion available to each librarian. For small areas of study, efforts were made to correlate the number of times a journal in a particular discipline was used with the number of responders from that discipline.

The following example shows the number of responses for each of the three points on the continuum, along with the corresponding percentages:

Figure 4: Example of Survey Results for College of Business Administration

	A	B	C	D	E	F	G	H	I	J	K
1	General - Please rate these journals.										
2							Including NO OPINION		Excluding NO OPINION		
3	Answer Options		Use	Don't use	No opinion	Response Count	% Use	% Don't Use / No Opinion	% Use	% Don't Use	Notes
4	The Antitrust Bulletin*		5	21	6	32	15.63%	84.38%	19.23%	80.77%	
5	The Business Lawyer*		1	22	8	31	3.23%	96.77%	4.35%	95.65%	
6	The Career Development Quarterly*		0	25	6	31	0.00%	100.00%	0.00%	100.00%	Susan A said kee
7	The Delta Pi Epsilon Journal*		0	25	6	31	0.00%	100.00%	0.00%	100.00%	Ed
8	Financial Executive: FE*		6	18	7	31	19.35%	80.65%	25.00%	75.00%	Student use?
9	Florida Trend*		4	19	8	31	12.90%	87.10%	17.39%	82.61%	signs of use, onli
10	Industry Week*		5	16	10	31	16.13%	83.87%	23.81%	76.19%	missing images &
11	The Journal of Corporation Law*		2	18	11	31	6.45%	93.55%	10.00%	90.00%	
12	Mergers & Acquisitions*		6	19	6	31	19.35%	80.65%	24.00%	76.00%	
13	Population*		2	24	6	32	6.25%	93.75%	7.69%	92.31%	
14	Revue Internationale pour L'Enseignement		0	24	6	30	0.00%	100.00%	0.00%	100.00%	
15	Security Management*		1	23	6	30	3.33%	96.67%	4.17%	95.83%	
16	Standard & Poor's Industry Surveys		20	8	3	31	64.52%	35.48%	71.43%	28.57%	put on list, all on
17	Standard & Poor's Statistical Service: Current		20	9	2	31	64.52%	35.48%	68.97%	31.03%	
18	Trends & Projections		11	13	7	31	35.48%	64.52%	45.83%	54.17%	
19	WE: Women's Enterprise USA		0	23	8	31	0.00%	100.00%	0.00%	100.00%	
20	answered question					32					
21	skipped question					2					
22											
23	Notes										
24		Used by 0 or 1 faculty member who responded to survey									
25		Used by under 20 % of faculty members who responded to survey									
26		% goes to 20 or above when excluding NO OPINION									

During September 2008, faculty and students campus-wide were given a final opportunity to participate in the review of print journals under consideration for cancellation by the USF Tampa Library.

Instead of conducting a follow-up survey, a Print Journals Review web site was constructed and populated with the journals proposed for cancellation and reallocation. The following screen shot shows the main page for the final survey instrument, as well as the summary and other information for faculty:

Figure 5: USF Tampa Library – Print Journals Review Summary

USF UNIVERSITY OF SOUTH FLORIDA libraries

CONNECTED STATUS: Choose your status LIBRARY: Choose your library NEED HELP? ASK A LIBRARIAN.

RESOURCES RESEARCH HELP SERVICES YOUR LIBRARY SEARCH Print this page

HOME: RESEARCH HELP: FACULTY/GRADUATE RESEARCH: PRINT JOURNALS REVIEW SUMMARY

FACULTY/GRADUATE RESEARCH

Print Journals Review Summary

TAMPA LIBRARY PRINT JOURNALS REVIEW UPDATE

Tampa Library's Research Services & Collections Section and the USF Library Council are grateful to all the faculty members who took time to participate in the spring 2008 Print Journals Survey and the fall 2008 web-based Print Journals Review. Your feedback has been invaluable in aligning our print journals collection with the research and teaching needs of the USF faculty and student community. As a result, 223 print journals valued at \$37,458 were approved for cancellation. In turn, these savings plus additional library resource dollars totaling \$51,364 have been reinvested in new print and online journals requested by faculty. For a listing of the New Journal Reinvestment Titles, please open the below document.

New Journal Investment List
NewJournalInvestmentList.doc (51.0 KBs)

FACULTY/GRADUATE RESEARCH MENU

- Alerting Services
- Research Consultations
- Specialized Research Tools
- Datasets
- Beilstein Crossfire
- Faculty Publications Search
- Print Journals Review Summary
- Library Support for your Grant

GRAPHICAL REPRESENTATION OF PRINT JOURNALS REVIEW

The charts and graph below illustrate the faculty's participation in the spring online survey and the actions Tampa Library has taken based on the data we received from the web-based final review. Please don't hesitate to contact your subject librarian if you have any questions or would like additional follow-up to this report.

Three lists were created, allowing faculty and (this time) graduate students to view the titles alphabetically, by format (Print Only and Print with Electronic Access), and by discipline. Each title on all three lists was linked to an online Journal Retention Form. This forwarded the title to the research librarians for resolution and follow-up.

Ninety graduate students and faculty completed Journal Retention Forms requesting retention of specific print titles. The library honored every faculty request for retention by removing the title in question from the final review list.

The following form was used to collect this data:

Figure 6: USF Tampa Library – Journal Retention Form

Journal Retention Form

Please use this form to support a title that you feel is critical to own in perpetuity or in print, cover-to-cover format. Include information as to why the library should retain the print format of the title. At the bottom of this form, you have the opportunity to suggest new titles.
An asterisk () denotes a required field*

Patron Information

Please enter your contact information below so we may serve you better.

Full Name * (First and Last)

E-mail Address * (example@email.com)

Your Status * ☐ Faculty
☐ Graduate (Masters)
☐ Graduate (Doctoral)
☐ Undergraduate
☐ Staff

Department Affiliation *

Journal Title *

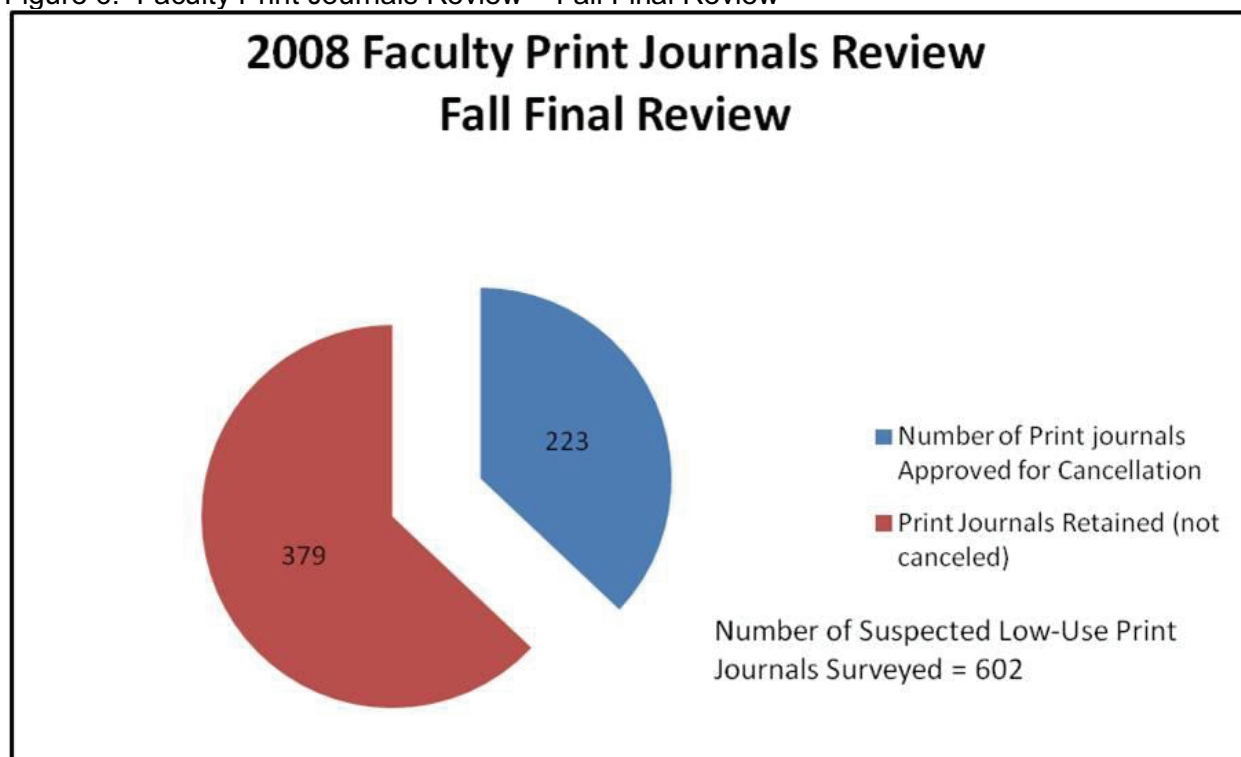
Please tell us why this title is important to your teaching or research

In the field below, please recommend journal titles to be purchased with the savings created from the cancellations.
 Title Recommendations

Done Internet

The following figure shows the comparison between the number of journals surveyed and the number of titles cancelled or retained:

Figure 6: Faculty Print Journals Review – Fall Final Review



After final review, **223** titles were cancelled and **\$41,810.73** was saved for investment in new journal titles. Faculty used the Journal Retention Forms to recommend **54** new journals, all of which were purchased for a total of **\$51,363.91**. Of the **29** newly acquired e-journals, there have been **1147** uses in 2009. This reinvestment and use of new titles demonstrates effective collaboration with faculty regarding collection development activities.

Through this process, faculty were reminded that the Library is actively committed to supporting their research and instructional needs. Engaging faculty in this process demonstrated our willingness to made collection development decisions based on their input.